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#### NOTICE OF ALLOWANCE AND FEE(S) DUE

26161

7590

03/17/2003

FISH & RICHARDSON PC 225 FRANKLIN ST BOSTON, MA 02110 EXAMINER

AKERS, GEOFFREY R

ART UNIT CLASS-SUBCLASS

3624

705-026000

DATE MAILED: 03/17/2003

ſ	APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
١	09/353,896	07/16/1999	ANTHONY D. ESTES	10246/004001	4260

TITLE OF INVENTION: DIRECT RESPONSE E-MAIL

 APPLN. TYPE
 SMALL ENTITY
 ISSUE FEE
 PUBLICATION FEE
 TOTAL FEE(S) DUE
 DATE DUE

 nonprovisional
 NO
 \$1300
 \$0
 \$1300
 06/17/2003

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. <u>PROSECUTION ON THE MERITS IS CLOSED.</u> THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE REFLECTS A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE APPLIED IN THIS APPLICATION. THE PTOL-85B (OR AN EQUIVALENT) MUST BE RETURNED WITHIN THIS PERIOD EVEN IF NO FEE IS DUE OR THE APPLICATION WILL BE REGARDED AS ABANDONED.

#### HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status is changed, pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above and notify the United States Patent and Trademark Office of the change in status, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

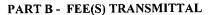
B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check the box below and enclose the PUBLICATION FEE and 1/2 the ISSUE FEE shown above.

☐ Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

II. PART B - FEE(S) TRANSMITTAL should be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). Even if the fee(s) have already been paid, Part B - Fee(s) Transmittal should be completed and returned. If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Box ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.



## Complete and send this form, together with applicable fee(s), to: Mail Box ISSUE FEE

Box ISSUE FEE Commissioner for Patents Washington, D.C. 20231 (703)746-4000

appropriate. All further com indicated unless corrected b maintenance fee notification:	respondence including the elow or directed otherwises.  E ADDRESS (Note: Legibly mark-190 03/17/2003  LDSON PC  T	Patent, advance orders a e in Block 1, by (a) spec	and notification cifying a new co	Note: A certificat Fee(s) Transmit accompanying p formal drawing, 1	equired). Blocks 1 through 4 sizes will be mailed to the current ess; and/or (b) indicating a separate of mailing can only be used for tal. This certificate cannot apers. Each additional paper, smust have its own certificate of Transmittal is stal Service with sufficient postaged to the Box Issue Fee address the stall service with sufficient postaged to the Box Issue Fee address	rate "FEE ADDRESS" for domestic mailings of the be used for any other such as an assignment or nailing or transmission.
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,						(Signature
						(Date
APPLICATION NO.	FILING DATE	FIRST	T NAMED INVEN	TOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/353,896	07/16/1999	<u> </u>	THONY D. EST		10246/004001	4260
APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBL	ICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1300		\$0	\$1300	06/17/2003
EXAMIN	NER	ART UNIT	CLASS-SUBC	LASS		
AKERS, GEO	FFREY R	3624	705-0260	00		
Address form PTO/SB/12  "Fee Address" indicati PTO/SB/47; Rev 03-02 of Number is required.  3. ASSIGNEE NAME AND	ence address (or Change of 22) attached. on (or "Fee Address" Indic or more recent) attached. U	Correspondence ation form se of a Customer BE PRINTED ON THE	or agents OR, single firm (h attorney or ag registered pate is listed, no nar PATENT (print	on the patent from the patent	patent attorneys the name of a er a registered less of up to 2 nts. If no name 3	te when an assignment ha
been previously submitted (A) NAME OF ASSIGNE  Please check the appropriate	E	(B) RE	SIDENCE: (CIT	Y and STATE OR	f assignee data is only appropria IOT a substitute for filing an assi COUNTRY)  U corporation or other private a	
4a. The following fee(s) are			ment of Fee(s):			
☐ Issue Fee				nt of the fee(s) is en		
☐ Publication Fee				rd. Form PTO-2038		
☐ Advance Order - # of C	Copies	☐ The Deposi	Commissioner is t Account Numb	hereby authorized er	by charge the required fee(s), or (enclose an extra copy of this	creait any overpayment, to form).
Commissioner for Patents is	s requested to apply the Iss				ously paid issue fee to the applica	
(Authorized Signature)		(Date)				
other than the applicant; interest as shown by the re	d Publication Fee (if requal registered attorney or ecords of the United States ation is required by 37 CI	agent; or the assignee of Patent and Trademark O	ffice.			

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, D.C. 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, D.C 20231.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/353,896	07/16/1999	ANTHONY D. ESTES	10246/004001	4260
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	-	99 ANTHONY D. ESTES 10246/004001 4260 EXAMINER		
·	225 FRANKLIN ST BOSTON, MA 02110  ART UNIT PAPER NUMBER			
		DA	TE MAILED: 03/17/2003	

# Determination of Patent Term Extension under 35 U.S.C. 154 (b) (application filed after June 7, 1995 but prior to May 29, 2000)

The patent term extension is 0 days. Any patent to issue from the above identified application will include an indication of the 0 day extension on the front page.

If a continued prosecution application (CPA) was filed in the above-identified application, the filing date that determines patent term extension is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) system. (http://pair.uspto.gov)

Any questions regarding the patent term extension or adjustment determination should be directed to the Office of Patent Legal Administration at (703)305-1383.



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09/353,896	07/16/1999 ANTHONY D. ESTES	ANTHONY D. ESTES	10246/004001	4260		
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FISH & RICHARDSON PC				AKERS, GEOFFRET K		
225 FRANKLIN				ART UNIT	PAPER NUMBER	
BOSTON, MA UNITED STAT				3624		
				DATE MAILED: 03/17/2003		

## Notice of Fee Increase on January 1, 2003

If a reply to a "Notice of Allowance and Fee(s) Due" is filed in the Office on or after January 1, 2003, then the amount due will be higher than that set forth in the "Notice of Allowance and Fee(s) Due" since there will be an increase in fees effective on January 1, 2003. See Revision of Patent and Trademark Fees for Fiscal Year 2003: Final Rule, 67 Fed. Reg. 70847, 70849 (November 27, 2002).

The current fee schedule is accessible from: http://www.uspto.gov/main/howtofees.htm.

If the issue fee paid is the amount shown on the "Notice of Allowance and Fee(s) Due," but not the correct amount in view of the fee increase, a "Notice to Pay Balance of Issue Fee" will be mailed to applicant. In order to avoid processing delays associated with mailing of a "Notice to Pay Balance of Issue Fee," if the response to the Notice of Allowance and Fee(s) due form is to be filed on or after January 1, 2003 (or mailed with a certificate of mailing on or after January 1, 2003), the issue fee paid should be the fee that is required at the time the fee is paid. If the issue fee was previously paid, and the response to the "Notice of Allowance and Fee(s) Due" includes a request to apply a previously-paid issue fee to the issue fee now due, then the difference between the issue fee amount at the time the response is filed and the previously paid issue fee should be paid. See Manual of Patent Examining Procedure, Section 1308.01 (Eighth Edition, August 2001).

Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at (703) 305-8283.

## Notice of Allowability

Application No. 09/353,896

Applicant(s)

Estes

Examiner

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

Akers, Geoffrey

Art Unit **3624** 



All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAII (or previously mailed), a Notice of Allowance (PTOL-85) or other appropria THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS. the initiative of the Office or upon petition by the applicant. See 37 CFR 1	te communication will be mailed in due course. This application is subject to withdrawal from issue at
1. $\blacksquare$ This communication is responsive to $\underline{1/24/03}$	•
2. X The allowed claim(s) is/are 1, 2, 4-35, and 37-49	
3. The drawings filed on are accepted by the	ne Examiner.
4. $\square$ Acknowledgement is made of a claim for foreign priority under	35 U.S.C. § 119(a)-(d).
a) $\square$ All b) $\square$ Some* c) $\square$ None of the:	
1.   Certified copies of the priority documents have been received.	eived.
2. Certified copies of the priority documents have been rece	eived in Application No
3. Copies of the certified copies of the priority documents happlication from the International Bureau (PCT Rule 17	7.2(a)).
*Certified copies not received:	·
5. $\square$ Acknowledgement is made of a claim for domestic priority und	er 35 U.S.C. § 119(e) (to a provisional application).
(a) $\square$ The translation of the foreign language provisional application	on has been received.
6. $\square$ Acknowledgement is made of a claim for domestic priority und	er 35 U.S.C. §§ 120 and/or 121.
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this commoted below. Failure to timely comply will result in ABANDONMENT of th <b>EXTENDABLE.</b>	
7. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note in INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s)	
8. X CORRECTED DRAWINGS must be submitted.	
(a) $f X$ including changes required by the Notice of Draftsperson's	Patent Drawing Review (PTO-948) attached
1) $\square$ hereto or 2) $\boxtimes$ to Paper No. $\underline{1}$ .	
(b) $\square$ including changes required by the proposed drawing correct approved by the examiner.	tion filed, which has been
(c) $\square$ including changes required by the attached Examiner's American Paper No	endment/Comment or in the Office action of
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should each sheet. The drawings should be filed as a separate paper with a transmit	
9. DEPOSIT OF and/or INFORMATION about the deposit of BIOLO attached Examiner's comment regarding REQUIREMENT FOR TI	
Attachment(s)	
1 Notice of References Cited (PTO-892)	2 Notice of Informal Patent Application (PTO-152)
3 X Notice of Draftsperson's Patent Drawing Review (PTO-948)	4 Interview Summary (PTO-413), Paper No
<ul> <li>Information Disclosure Statement(s) (PTO-1449), Paper No(s).</li> <li>Examiner's Comment Regarding Requirement for Deposit of Biological</li> </ul>	6 ☐ Examiner's Amendment/Comment  8 ☒ Examiner's Statement of Reasons for Allowance
Material  9  Other	CAN EVALUATE S STATEMENT OF MEASONS FOR WIROWAILCE
	2/12/12

	Application	Applicant(s)	
Office Action Summers	09/353896	Eter	
Office Action Summary	Examiner	Art Unit	Confirmation No.
	Alon O	1624	
- The MAILING DATE of this communication	appears on the cover(shee	t beneath the corresponden	ce address -
Period for Reply	-		
A SHORTENED STATUTORY PERIOD FOR REPL'COMMUNICATION.	Y IS SET TO EXPIRE 3 MC	ONTH(S) FROM THE MAILIN	G DATE OF THIS
<ul> <li>Extensions of time may be available under the provision from the mailing date of this communication.</li> <li>If the period for reply specified above is less than thirty (         <ul> <li>If NO period for reply is specified above, such period sh</li> <li>Failure to reply within the set or extended period for repl</li> <li>Any reply received by the Office later than three months term adjustment. See 37 CFR 1.704(b).</li> </ul> </li> </ul>	30) days, a reply within the statutory mall, by default, expire SIX (6) MONTHS	ninimum of thirty (30) days will be consi S from the mailing date of this commun to become ABANDONED (35 U.S.C.	dered timely. ication. § 133).
Responsive to communication(s) filed on _	1/14/07		
This action is <b>FINAL</b> . This action	, ,		· · · · · · · · · · · · · · · · · · ·
Since this application is in condition for allogaccordance with the practice under Ex parte	wance except for the formal m	natters, prosecution as to the	e merits is closed
Disposition of Claims	, quajio, 1000 0.b. 11, 400 0	7.0. 213.	
Claim(s)		is/are pending in this a	application
Of the above claim(s)		in form with alances for an	
Claim(s)	77-49	is/are allowed.	
Claim(s)		is/are rejected.	
Claim(s)		is/are objected to.	
Claim(s)		are subject to restriction	on or election
Application Papers		requirement.	
The proposed drawing correction, filed on If approved, corrected drawings are required	is approved in reply to this Office action.	d or disapproved by the Ex	aminer.
The drawing(s) filed on is/ar Applicant may not request that any objection	re accepted or object to the drawing(s) be held in a	ed to by the Examiner. abeyance. See 37 CFR 1.85(a	).
The specification is objected to by the Exam	iner.		
The oath or declaration is objected to by the	Examiner.		
riority under 35 U.S.C. §§ 119 and 120			
Acknowledgment is made of a claim for forei	gn priority under 35 U.S.C. §	119 (a)-(d) or (f).	
All Some* None of the:			
Certified copies of the priorit	y documents have been recei y documents have been recei	ived. ived in Application No	
Copies of the certified copies	s of the priority documents ha tion from the International Bu	ve been received	
Acknowledgment is made of a claim for dome.  The translation of the foreign langua	ige provisional application has	s been received.	ication).
Attachment(s)  Acknowledgment is made of a claim for dome	estic priority under 35 U.S.C.	§§ 120 and/or 121.	
Information Disclosure Statement(s), PTO-14 Notice of References Cited, PTO-892	N	nterview Summary, PTO-413 lotice of Informal Patent Appli	cation, PTO-152
☐ Notice of Draftsperson's Patent Drawing Rev	iew, P1U-948 0	ther	

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## SUPPLEMENTAL DETAILED ACTION

#### Response to Request for Continued Examination

- 1. The text of those sections of Title 35 US Code not included in here can be found in a prior Office action(see Serial No: 09/353,896). The text of those sections of Title 35 US Code not otherwise provided in a prior Office action will be included herein where appropriate.
- 2. This action is responsive to applicant's Request for Continued Examination(RCE)(Paper #12) filed 7/18/01 as well as applicant's Supplemental Response(Paper #24) filed 1/24/03.
- 3. Applicant's Response(Paper #13) filed 7/18/01 arising as a result of the Office Interview of 6/26/01(Paper #11) and compliance with examiner's request to enhance unique invention features in the claims has brought the application into a condition for allowance.

#### Allowable Subject Matter

4. Claims 1-2,4-35 and 37-49 are allowed. The following is a statement of reasons for allowance:

The instant invention is an apparatus for utilizing a machine-based method for analyzing an e-mail message to derive response information concerning a commercial transaction whereby an e-mail message comprises part of an electronic message sent to a customer and includes a response by the customer to the original e-mail message and based on derived information, which automatically generates commercial transaction data in a format that is usable to complete the transaction. This method has application to the offering of products or services for sale whereby

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the e-mail message furnishes an opportunity for the customer to indicate his intention to make an order.

(A)-Applicant's concept presents a method for a customer to order products or services through an entirely e-mail based system as opposed to the more traditional web-based methodology.

- (B)-Applicant's concept further provides a method for managing an e-mail message dialog between the customer and a vendor through software driven interactive dialogs.
- (C)-Additionally, applicant's concept permits the reception of inbound e-mail messages associated with a marketing program and the subsequent association of response information with a distinct piece of the marketing program.

The instant invention presents a method for a vendor to communicate with a customer on the purchase of products and services through the use of e-mail entirely instead of the traditional web-based technology with its attendant support complexities. The closest prior art, Gifford(US Pat. No: 6,049,785), teaches a web-based electronic order and purchasing system employing a computer network. It is clear from the description of Gifford's invention that the prior art does not address the features of "analyzing an e-mail message to derive response information concerning a commercial transaction .....and based on the derived information generating transaction data in a format that is usable to complete the transaction" as well as "sending an e-mail message to a customer offering a product or service for sale the e-mail message comprising locations for response by the customer indicating his intention to order the product or service" as well as "automatically managing an e-mail message message dialog with a source to resolve an

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issue with the source of the e-mail message" as well as "software guided interactive e-mail message dialogs to resolve on behalf of a vendor customer issues that occur in direct response email messages that are identified as requiring a dialog" as well as "receiving inbound e-mail messages associated with a marketing program, the inbound messages containing response information and each of the outbound e-mail messages being associated with a distinct piece of the marketing program and automatically associating theresponse information in each of the inbound messages with the corresponding distinct piece of the marketing program" as well as "sending outbound e-mail messages associated with a commercial transaction and stopring information related to each of the outbound messages in a database, the information being useful for completing a commercial transaction, this information not being contained in the outbound message and analyzing inbound messages that result from the outbound message with respect to completing the commercial transaction and merging the response information with corresponding information in the database for use in completing the transaction" as well as "the message and the response being entirely e-mailed based" as described in the independent claims 1,5,6,8,9,10,11,15,37,44. All other claims are allowable as dependent from the independent allowable claims as addressed.

\*

5. The prior art which does not disclose these features and which is art of record includes:

-Simon(US Pat. No: 6,061,792) discloses a system for fair exchange of information goods over

a network

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Application/Control Number: 09/353896

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-Allsop(US Pat. No: 5,970,472) discloses a method for permorning electronic commerce over the Internet providing links from product manufacturers to authorized dealers

-Chou(US Pat. No: 6,055,504) discloses a method for accommodating electronic commerce in a communication network capacity market

-Speicher(US Pat. No: 5,996,006) discloses an internet-audiotext electronic advertising system with enhanced matching/notification

-Weicha(US Pat. No: 5,870,717) discloses a system for ordering items over a computer network using an electronic catalog

-Adler (US Pat. No: 6,009,409) discloses a system for scheduling delivery of advertising in a communications network

-(Non-Patent Literature)-"DeLano "Building E-Businesses with Unparalled Speed" 8/24/00-delanotech.com

-(Non-Patent Literature)-Damore, Kelley-"Upstarts and Start-Ups" Computer Reseller News 8/9/99 p.146

(Foreign Patent):EP 0 995 556 A2 Even-Zohar, Oshri, "A system for Dynamic Evaluation of Human Behavior" 4/26/00 (Consumer psychology)

Comments considered necessary by applicant must be submitted no later than the payment of the issue fee, and to avoid processing delays, should preferably accompany the issue fee. Such submission should clearly be labeled "Comments on Statements of Reasons for Allowance"

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#### Conclusion

6. Comments regarding this communication should be addressed to the primary examiner, Dr. Geoffrey Akers, P.E. who can be reached at (703)-306-5844 between the hours of 6:30 AM and 5:00 PM Monday through Friday. If attempts to contact the primary examiner are unsuccessful, the primary examiner's superior, Mr. Vincent Millin, SPE, may be telephoned at (703)-308-1065.

GRA/Primary

Jarok 12,2003

DR. GEOFFREY R. AKERS, P.E. PRIMARY EXAMINER